

ABSTRACT

A lens array wheel 4 receives light irradiated in a direction parallel to its rotation axis, to cyclically deflect the light. On each of liquid crystal display panels 7R, 7G, and 7B, the light is circularly scrolled, the effect of substantial intermittent illumination is produced, and hold blurring is reduced. A panel driver 15 starts to feed a pixel-driving signal in the succeeding frame to a pixel existing at a position, through which an illuminating area passes, on each of the liquid crystal display panels 7R, 7G, and 7B.